

Proclamation

- WHEREAS,** Kathy L. Moehring was hired as the Executive Director of the West Alameda Business Association in August 2007; and
- WHEREAS,** Kathy quickly assumed her duties and over the subsequent years worked tirelessly to improve the Webster Street Business District; and
- WHEREAS,** Kathy worked diligently and resourcefully to fine tune the primary street festival, the Webster Street Jam, improving it by clarifying its focus in celebrating international food and music; and
- WHEREAS,** Kathy also worked to bring new events and vitality to the street, introducing both the Wine Walk and the Winter Island Festival in 2010, each of which proved successful; and
- WHEREAS,** Kathy also worked on the development of many Façade Assistance Program projects citywide, serving on the Façade Program Committee and giving particular attention to those within her District, encouraging individuals to apply and then working to implement the projects, including the Ma Building, Wes Café, and the U.S. Post Office; and
- WHEREAS,** Kathy also implemented the first street banner program on Webster, which adds color and vitality to the Street; and
- WHEREAS,** Kathy also expanded the Farmers' Market to two days a week and presided over its move to an improved location, thereby giving Alamedans enhanced opportunities to buy fresh produce; and
- WHEREAS,** Kathy exuded optimism and friendliness to all she met, upheld the highest personal and professional standards, and served not only her District but all of Alameda with dedication and competence.

NOW, THEREFORE, BE IT RESOLVED, that I, Marie L. Gilmore, Mayor of the City of Alameda, do hereby proclaim February 15th as

Kathy L. Moehring Day

in the City of Alameda and call on all residents and business community members to join me in recognizing her accomplishments, which are visible today in the ever-improving aesthetics and economics of the Webster Street Business District.

Marie L. Gilmore

Marie L. Gilmore
Mayor

City Council
Agenda Item #3-B
02-15-11